

PLAIN TALKS



FEBRUARY 1932

The Lineman

*Upon the storm-swept cross arm,
Where the winds blow wild and free,
A cowhide belt and a chip of steel
'Twixt him and eternity.*

*When the thunder peals o'er the tree tops,
And the lightning gleams on the hills,
It's then his work is awaiting him,
And he gets plenty of thrills.*

*When folks in houses cringe and shake
Before the storm has passed,
He handles death at his fingertips
To make the hot wires fast.*

*One slip of the hand and he's gone
To at least long days of pain,
But let him out and sure as sin
He'll be up on the poles again.*

*There's times he holds in his very hands
The life of a pal he loves,
And prays that he fails not in his trust
By a flaw in his rubber gloves.*

*But for all of that he's a common guy,
And very much carefree,
And he'll stick to you through everything,
The best pal you ever did see.*

*So sometime in a thunder storm,
When everything goes black,
Just think of the poor guy working hard
To get those hot wires back.*

—The Linebuilder.

UNDER FIRE

In troublesome days such as these, men in their frenzy to maintain their businesses and their jobs look in every direction for some solution to the problems that press on every side. In their fighting around for some way out, the utility companies throughout the country have had and will continue to have the direct attention of many people who in normal times and under normal thinking conditions would be able to see the picture in its true perspective.

While others are pointing the investigating finger at this business, it is up to us, who understand the situation, to renew our faith in the ideals of service, for which we stand, and to take every step possible to foster this faith and a sincere confidence on the part of our customers.

Let us think just a moment of a few high spots in our present situation.

First, utility rates are not subject to increase or decrease along with other commodities, because in good times their rate of return is strictly limited by law to a figure which is not much in excess of the amount necessary to maintain the company's credit.

Second, during depressions utility earnings suffer in the same proportion practically as every other business. Unlike these other businesses, however, the utility company through franchise obli-

gations must maintain its service at a high point and keep its credit to a point where new money is available for necessary construction. It must maintain its equipment and hold together the minimum organization necessary to keep its plants and operations at a high standard of efficiency. In other words, there are very definite limits to the curtailing of expenses it can accomplish.

Third, utility rates have decreased continuously while prices of practically every other commodity have increased very rapidly. There has never been an increase in our utility rates, and for that reason there cannot now be decreases without very seriously endangering the utility's ability to do a satisfactory job.

With all the decreases in other items, the electric dollar is still the biggest dollar we spend. Electricity is cheaper and more efficient than ever. It is cheap.

As this present situation continues to run its course, the loyalty of this organization will encounter many trying tests. I feel confident that with the preparation we have built up among ourselves for demonstrating the fundamentals of our business so that the laymen may understand, we will meet these tests, and I call on each employee to do his utmost toward disquieting any suspicion that might be unjustly directed against the Company's policies or its service.



Two Hundred and Eighty-six Enter Speaking Contest

Gets Under Way
March 7

Two hundred and eighty-six employees of the Gulf States Utilities Company, Louisiana and Texas Divisions, have entered the third annual National Employees' Speaking Contest to be held next month. The contest is sponsored by the National Electric Light Association and is participated in by the employees of all member companies.

Last year our company furnished practically one-third of the contestants in the Southwestern Geographic Division of N. E. L. A., including Oklahoma, Arkansas, Louisiana, Mississippi and Texas. Our entry list this year is only three short of our record number of two hundred and eighty-nine for 1931, and the four company winners of last year are ineligible to compete this year.

Company contests in both divisions will begin Monday, March 7th, in Beaumont, Port Arthur, Navasota and Lake Charles, with finals for the Texas Division Wednesday, March 16th and the Louisiana Division Monday March 14th.

The two company winners in both divisions will compete in the state contests to be held later in March. The Louisiana state contest will be held in Baton Rouge, Louisiana, on Saturday, March 19th. A definite date for the Texas contest has not been announced.



Ice Men Meet

A two days' training sales course for managers and associates conducted by the Southwestern Ice Manufacturers' Association was held in Beaumont at Hotel Beaumont on Monday and Tuesday, January 25th and 26th, with approximately fifty ice men in attendance.

This conference was held to acquaint managers and their associates with the

February Plain Talks

new marketing sales plan course for ice service men recently prepared under the auspices of the Southwestern Ice Manufacturers' Association, which is to be given to all ice men employed by the member companies of this association. Delegates from southwest Louisiana and east Texas, including the representatives from the Gulf States Utilities Company from Beaumont, Port Arthur, Navasota and Lake Charles, attended.

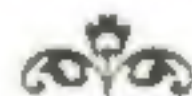
The course was written by experienced ice service men in cooperation with The Rein Company, of Houston, Texas, and consists of a series of twenty lessons which are to be presented by the local managers of all ice companies in this association to their various employees during the coming season.



Telling the World

Jefferson County's new million dollar court house is something worth telling the world about. Gulf States is doing its share of publicizing Jefferson County by furnishing leading trades magazines throughout the country with striking night photographs of the new court house along with a brief description.

Keep an eye on Electrical World, Manufacturers Record, Light, The Westinghouse Lamp Merchant, Electrical South, and Stone and Webster Journal, and see what they have to say about our modern home of law.



Advertising Praised

Mr. Walker recently received a letter from T. J. Hanlon, Jr., Engineers Public Service Company, in which he commented very favorably on the advertising and publicity work being carried on in our company.

In part, Mr. Hanlon said, "I think you have done a very good job in preparing the publicity, as I think it presents your story in a striking and pleasing manner and should, it seems to me, be of considerable benefit to your Company throughout your service area."

SALES DEPT. ASKS HELP OF ALL EMPLOYEES IN RANGE SALE

When, on March 1st, you see a profusion of "loud yaller" neckties draped about the necks of department heads, superintendents and members of the commercial department, don't be alarmed . . . it's just part of our program to sell a hundred electric ranges during the month.

Selling 100 ranges in 25 days is a real job and one in which the cooperation of every employee is needed, Mr. McChesney points out. Those who have been considering the purchase of electric ranges are urged to make the purchases during March and help swell the total. Those employees who already have ranges are urged to make a special effort to spread the story of electric cookery satisfaction.

Mr. Walker is making no secret of his hope that every employee will give the commercial department every possible bit of cooperation. As every employee should know, the cost of installation is no longer an obstacle to sales. The person who buys, builds or rents will have a range installed at no additional charge and wiring taken care of at such time as they may change residence.

The Crawford Electric Range will be offered for only \$99.50, including installation . . . slightly higher on terms of \$4.50 down with two whole years to pay the balance. A bargain if there ever was one.

Selling one hundred ranges in twenty five days is a real job, and the commercial department is depending on you to do your share.



Basketball Game

Friday night, February 5th, the Beaumont G. S. U. basketball team emerged victorious over the Lake Charles G. S. U. team on the Beaumont Y. M. C. A. court by the score of 28 to 21. The game was hard fought through out as the score indicates and personal fouls were numerous as Henderson of Beaumont, Hanchex, House and Haxthausen of Lake Charles were ejected from the game with their limit of four fouls. The

Beaumont quintet jumped into the lead the first minute of the game and managed to hold the lead throughout. However, in the last minutes of play the Louisiana team threatened to overcome the seven point advantage. Poulson with 15 points was high point man for the night. He was closely followed by Gay with 9 points and Hanchex with 8 points. The two teams are matched for a return game the latter part of this month in Lake Charles.



On Sunday evening, February 14, death brought to an untimely close the life of Crews Rosser. Monday afternoon, those of us who have lived and worked with him gathered at Broussard's Chapel for a few minutes as a last gesture of respect and appreciation. In a brief service, Rev. Tom Minyard beautifully expressed the sincere sorrow that filled the hearts of each of us. Interment was in Fort Worth.

Graduating at the head of his class at Texas Christian University in 1927, Crews began working as a cashier in the Beaumont office. Remarkable ability and hard work won his rapid promotion through the general accounting department to important statistical work, where he applied his skill to such problems as corporate income tax, estimates, special studies, and holding company accounting.

Rosser was an unusual man. He represented the finest possible type for the work to which he devoted his life. Quiet, unassuming and conscientious to a remarkable degree, he possessed a splendid mind and a generous heart. Strong in his faith but broad in his sympathies, his character has left a deep and beautiful impression on all who knew him.

Neches-Baton Rouge Relay System

By E. C. Sawyer

It is perhaps not generally known that on our Neches-Baton Rouge transmission lines we have in operation a new protective relay system. Equipment including circuit breakers, potential transformers, and auxiliary apparatus, as well as the relays, has been installed by Stone & Webster at a total cost of over \$70,000.

With the extension of our 66 KV lines to Baton Rouge and the completion of the Steam Products Plant, the old relay equipment became inadequate to properly protect the large number of lines and substations connecting these two generating stations. The particular method of operating the Steam Products Plant necessary in serving steam to the Standard Oil Company made it doubly important that there be no unnecessary interruption on these tie lines. An extensive study was therefore made to determine the type of relay system best adapted to our transmission network.

As can be seen in the accompanying diagram, 33 KV lines parallel the 66 KV lines for a considerable portion of the tie. It is desirable that faults on any 66 KV section thus paralleled cause an interruption only to that section, leaving the two generating stations tied together through the 33 KV line. This not only requires complete selective operation, but a very high speed so as to cause a minimum of disturbance. Also, troubles on the 33 KV part of the system must not cause an operation of the relays on the main tie lines.

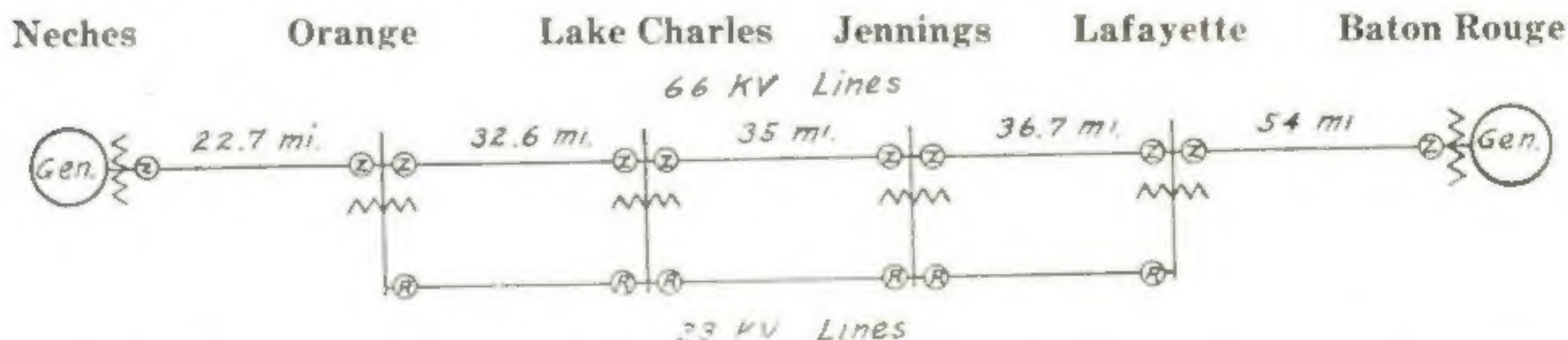
High speed impedance line relays with directional ground relays were selected for the 66 KV breakers. With this

scheme it was unnecessary to change the directional overload relays already used on the 33 KV breakers, as this type of impedance relay allowed adjustments such as to prevent operation on normal 33 KV faults. The requirements of high speed and selective operation were also met.

In order to make this protective equipment most effective, one new 66 KV circuit breaker was installed in the line at Jennings. The locations of one breaker at Jennings and one at Lake Charles were changed. This divided the main line into five isolating sections and made a symmetrical network as shown in the diagram. Banks of three potential transformers were installed in the 66 KV busses at Orange, Lake Charles, Jennings, and Lafayette. These were required with the directional ground relays in order to give adequate ground fault protection. Along with this equipment, differential relays were installed on the transformer banks at Orange, Lake Charles, and Jennings.

After being installed, the equipment was put through a vigorous set of tests devised to show up any wrong connections or improper operation. Relay settings as calculated were checked by these field tests and final adjustments were made with test currents and potentials which very nearly approached actual fault conditions such as lightning flashovers.

The performance of this relay system will be watched very closely this year. These high speed impedance relays are not only new to our Company, but ours is the first installation in this territory and one of very few in this country.



(Z)—66 KV Circuit Breakers equipped with Impedance Relays and Directional Ground Relays.

(R)—33 KV Circuit Breakers equipped with Directional Overload Line Relays.

Beaumont Division

Accounting Department

W. H. Caswell has recently undergone an operation for appendicitis and at this time is doing very nicely.

Ever since the thirteenth of January, H. R. Weaver has been going around with that 'cat-that-has-eaten-the-canary' look and the same glow has appeared on the countenance of C. E. Henry, since the fifth of February. Weaver's son is named Herbert Junior. Charles Lynn, of the House of Henry, accounts for Egbert's enthusiasm.

A. A. Westbrook is in charge of major housecleaning at the car barn, and probably will be so engaged for several more weeks. Whenever confronted with more old records than space, he heaves them out, kindles a fire, and toasts his toes. (This, really, is the best method of housecleaning and saves many hours of futile hunting for records which are still existent but evasive.)

Joyce Cowser and Anthony Fontana, two dashing bachelors, (believe it or not) of the Accounting Department, have been dashing to and fro between Beaumont and Louisiana, ostensibly in an effort to install the Acme Card System of general supplies accounting in the Louisiana Division.

Recent week-ending revealed the general exodus of Juanita Hogan, A. J. Johansen and W. O. Murchison to Houston and Joyce Cowser to Huntsville. This comment is necessarily curtailed, as no additional information could be procured from any of the parties at interest, concerning their activities while away from Beaumont.

W. P. Allphin was called to Huntsville recently on account of the illness of his mother.



Distribution Department

A. G. Mashburn and bride stood in the receiving line, i. e. Mashburn received an electric alarm clock, and his bride received the kisses. She doesn't remember from just who, but those that

kissed her do. Mrs. Wilbanks made the presentation speech and no one but Lewis Roberts could have crashed through with the suggestion that Mashburn always get up when the alarm goes off.

F. W. Jones took his two weeks vacation and wandered through Louisiana to New Orleans where he hunted, played around and finally came back to work.

Lewis Lengnick will sell his car for \$25.00 if the deal is handled through G. S. Stobart.



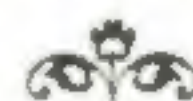
Engineering Department

The personnel of our department is inclined to be very studious here of late. We have several taking advantage of the free courses being given out at South Park; namely, E. B. Allred, R. B. Cruise, I. S. Peveto, C. M. Scott, and Opal Mauldin. Jack Voyles is still studying his Law, too. With all of this newly-acquired knowledge we are expecting great things to happen during the N. E. L. A. Public Speaking Contest. Our registration just lacked 6 7-8 being 100 per cent.

Our G. E. (General Engineer) Mr. Adams, and Mrs. Adams have moved from their home on North Street to 2456 Broadway. The department is impatiently awaiting next Christmas—we had such a lovely time at their "Open House" this past one.

You should see our new filing systems! It won't be long now until, with the able assistance of a couple of robots, we can boast of our "automatic" files.

We are very glad to report that good health has been our lot, since we have had only two, Wally Trumper and Opal Mauldin, on the sick list recently.



Sales Department

Ever since Parker Allen attended the Jap wrestling match he thinks he missed his calling by going into the merchandise business.

A special sales meeting was held in Beaumont on Thursday night, January 28, with L. E. Talley acting chairman. Jim Linnehan made an interesting talk on the importance of collections on merchandise sold. Parker Allen explained the whys and wherefores of the new handling charge on repairs and moving of refrigerators.

By the way, we would like to know why Mary Lena Nall engaged a chaperone when she went out to Linnehan's for the demonstration on his new electric range.

All the District Representatives are hoping that they will be transferred in hopes of getting the same fond farewell from Gladys Spell that R. I. Morrison got.

Pat Bishop has now established himself with us in an office on the second floor. Although he is not a stranger to us, we will have a chance to become better acquainted with him now.

Art Krueger reports that he and his "gang" are working hard these days. Thats something!

J. R. McCann's new job takes him out of town quite a bit, but we plan to keep up with him anyway.

We don't know for sure, but we have an idea that Walter "Tom Mix" Richardson has been eating quite a few of his meals off the buffet lately.

BELIEVE IT OR NOT

"The Floor" went 30% over its bogie in January!

"Doc" Charlton came to work minus his cigar the other day.

Mary Lena Nall has gone back to the old style way of making "Java."

The Arkansas boy, who works on the first floor, has developed into a first class "pipe-fitter"—anybody desiring his services call him at 5369j.

Vernon Trenck is a handy man to have around. He not only discovered a fire at a customer's house but he called the Fire Department and helped put the fire out.

During the Dollar Day rush Edwin Fox nearly lost his moustache.

Elizabeth Golemon has a new green sweater.

We have a salesman who, in the first 8 days of February, sold three ranges, a water heater and a refrigerator and the refrigerator was sold for cash! Who said the panic is on?

Production Department

G. R. Fulton, Department Superintendent, now has something besides operating results to look out for. Margaret Mary was born on December 29. Mr. Fulton seems to have developed a new spring in his step. Maybe 1932 looks like a good year for him.

O. K. Beard, chief load dispatcher, is back with us after a month of enforced inactivity due to a cracked ankle. He's still using a stick but is improving every day.

Mr. and Mrs. J. E. Roche are receiving congratulations on the arrival of a daughter, Martha Ann. "Mickey" said that he thought he was off of a watch at Neches for awhile but that he has assumed a permanent night watch at home now.

Neches Station is getting ready for prosperity which is reported to be just around the corner. Both large turbo-generators are receiving a complete dismanteling and inspection at this time. Mr. King, Westinghouse Engineer is in charge of the work. We only hope that the units are both overloaded this summer.



Stenographic Department

We were sorry to lose from our department Jennie Lou Peck, telephone operator, and Marie Stagg, typist, who left our organization January 15th. Johnnie M. Johnson, formerly employed at the car barn, is filling the place held by Jennie Lou.

On the night of January 19th, members of the stenographic department gave a party at the home of Frances Emmer for Jennie Lou Peck and Marie Stagg. Frances proved a very wonderful hostess. Bridge was enjoyed and delightful refreshments were served. A beautiful picture was presented to Jennie Lou and Marie, as a token of love from their fellow employees.

Mary O. Lilyerstrom spent January 28th in Dallas, where she was invited to speak at the annual banquet of the Dallas Business and Professional Women's Club.

Lamar Stagg, night switchboard operator, left our employ on January 15th, due to the discontinuance of this service. The switchboard now closes at 6:00 p. m. daily except Sundays when it closes at 3:00 p. m.

Mrs. Jane Adams, Divisional Chairman of our Women's Committee, visited Committees in New Orleans, Gulfport and Biloxi during the past month.

Mary O. Lilyerstrom visited Mrs. Florence Lowe and Mrs. Annie Laurie Backman, State Chairman of the Women's Committee, January 28th, and had the privilege of going through the new building of the Dallas Power and Light Company.



Artist's conception of Mary Lilyerstrom as she occupied the President's suite in the Baker Hotel, Dallas, recently—the first time such an honor was ever bestowed upon a woman President.



Orange

On Saturday, January 30, all employees of the Orange office presented Harry Burr with a beautiful gold Howard watch. E. A. Stobart made the presentation speech.

S. R. Boleman has left our midst to take up similar work in the Port Arthur plant. M. C. Street bade us adieu Saturday, February 6th, in order to get some new experience at Neches Station. We hate to see you fellows leave, but we wish you well.

Frank Delage is now sporting a new Ford coupe.

Changes are just about completed now on boilers Nos. 5 and 6 to furnish steam for fire pumps and the local steam laundry.

Preparations are being made to get the ice plant ready for the coming season.

We would like to know why Buddy Marshall was forced to buy three new tires ahead of time.

Street has been trying to figure out how his gasoline bill ran so high. He would appreciate any help offered.



Hull

Mrs. Bill Bettis, Saratoga Cashier, spent last week end in Galveston with her daughter who is attending Business College there.

Rhea Hudnall attended a sales meeting which was held at the Fair Grounds in Beaumont recently.

Mamie Hull attended the Women's Committee Meeting in Beaumont on January 26th.

E. E. Radley, who suffered 5 broken ribs in an accident, is now able to be back on the job.



The attractive Christmas window display on the left was designed by Julia Peterson and E. H. Pintsch, Navasota. The revolving Christmas tree on the right added to the attractiveness of the Beaumont sales floor.

Louisiana Division

Comerford Promoted



Thomas P. Comerford, chief clerk of Gulf States Utilities Co., Louisiana Division, since 1927, was recently promoted to the position of Assistant Treasurer of the Louisiana Division and Treasurer of Louisiana Electric Co.

Mr. Comerford joined the Stone and Webster organization in Middletown, Connecticut, in 1916. He came to Lake Charles from Beaumont, Texas, where he was chief clerk for Western Public Service Co.

Congratulations, Tommie.

Wright Transferred



Raymond T. Wright, Assistant Treasurer of the Louisiana Division of Gulf States Utilities Co. since 1928, has been transferred to Orange, Texas, where he will take over the duties as Superintendent of that office.

Mr. Wright came to Lake Charles from the Boston office of Stone and Webster. During the short time he was in Lake Charles, he won the friendship and admiration of every employee.

We hate to see you go, Raymond. Come back often and bring the family.

Lake Charles

Walton Sproule and family left Lake Charles Wednesday morning, January 20th, for their home in Norwell, Mass. Before leaving, "Lucky" promised his friends that he would keep them posted

as to his whereabouts on his trip back home.

Johnnie Knapp and family moved into Lake Charles Friday, January 29th, and are now at home in the Margaret Apartments. Mr. Knapp is our new Assistant Superintendent in charge of Merchan-

dise Sales, and has actively taken over the reins of this position. We warmly welcome the Knapp family into our fold and pledge our undivided cooperation and support.

On Friday evening, January 15, Mr. and Mrs. William Wendt, Mr. and Mrs. André Dubus and Mr. and Mrs. Henry LeVois entertained with a buffet supper and dance at the latter's home in honor of Mr. and Mrs. Walton Sproule and Mr. and Mrs. Raymond Wright. The following invited guests were present: Mr. and Mrs. C. H. Meeks, Mrs. Glenn Jernigan, Mr. and Mrs. Rex Lee, Mrs. D. W. Reeves, Mr. and Mrs. Tommie Keiller, Mr. and Mrs. Caye Nelson, Mr. and Mrs. Glenn Richard, and Frank Con-
tois.

The Womens Committee assisted Mrs. Ferguson in serving a luncheon to the Enterprise Club at their regular January meeting. Mrs. Ferguson has been appointed Chairman of the Luncheon Committee of that Club for 1932.

The Gulf States basket ball team resumed its winning ways by taking the last two games by large scores. We hope to play the Texas Division Team a three game series, the winner to be recognized as the champion of Gulf States Utilities Company. The Texas boys are one lap ahead having won the first game by a 28 to 21 score.

Geo. B. Morgan, our Vice President, is the proud papa of an eight pound bouncing baby girl, born January 14, 1932. The Gulf States employees welcome little Mary into their family.

At a joint meeting of all the Personal Improvement Classes, held January 25, 1932, Geo. B. Morgan gave a very interesting talk pertaining to this Company and its operations. Mr. Morgan's talk was thoroughly enjoyed by everyone.

Production Department

D. C. Davis and H. H. Davis were called to New Orleans on account of the serious illness of their daughter and sister. We sincerely hope Miss Davis is on the road to recovery.

Wm. Kurtz spent most of January in Lake Arthur remodeling the ice storage vault.

We regret very much to report that R. R. Sumrall is confined to his home with a lame knee.

Effective January 1, Lucille Burgess was transferred from the Transmission and Distribution Department to the Production Department, as Plant Clerk. We welcome her to our Department.

The Production Department is busy at this time remodeling the ice plants, getting them in good operating condition for the coming ice season.

We are happy to report that the ice production for the Louisiana Division for the last three months of 1931 and the first month of 1932 exceeded the same period a year ago.

There are two new additions in our home. Walter House and Wm. Wendt, Jr., have moved their offices into the Production Department office.

Accounting Department

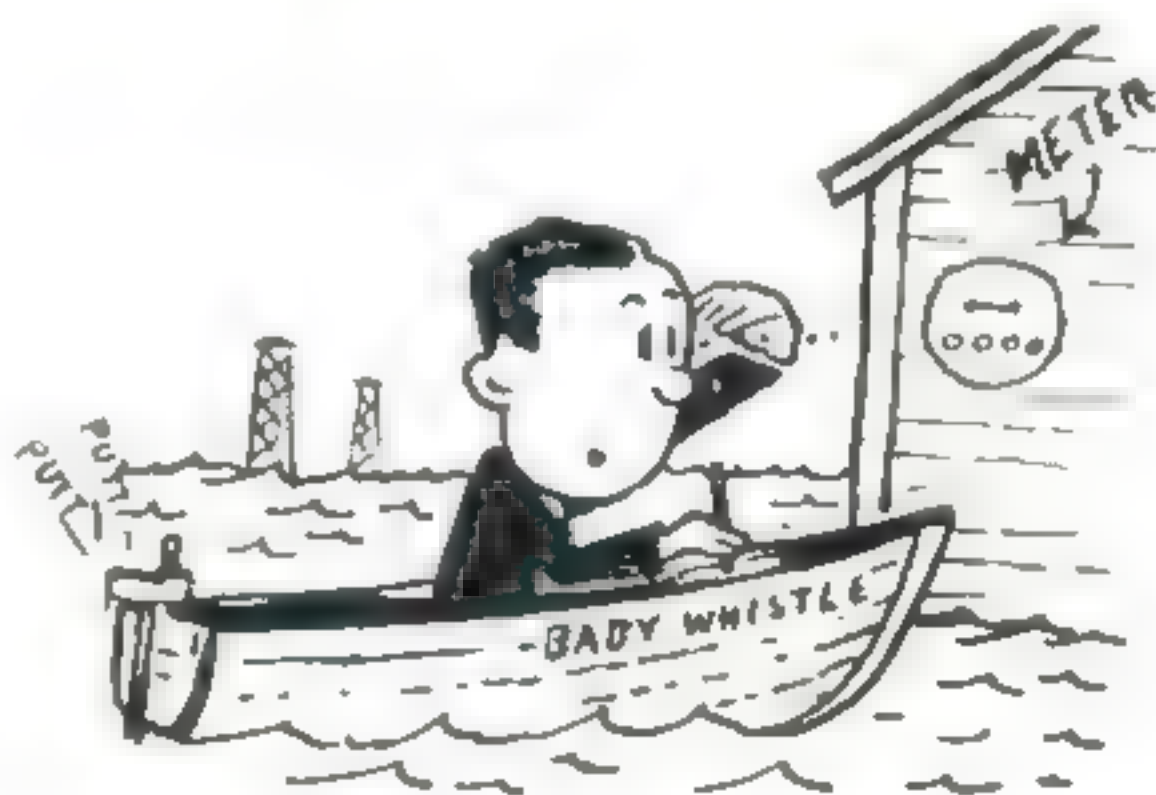
"Shoot-a-Nickel" Sockrider has now learned to dance and has given up crap shooting.

Fred Johnson was a visitor to our Personal Improvement Class recently.

Stelly has a new sweater!

Dan Cupid has been shooting his arrows at our Eddie. It remains to be seen whether he made a direct hit.

Due to the high water in the vicinity of Hackberry the meter readers had to go down by boat. Skipper Welsh, being the only webfoot in the company that knew the waterway, was the pilot.



Service!

A very unusual example of the kind of service that the Louisiana Division is rendering its customers came to light in Lake Charles recently. Frances Ferguson, Home Service Director, and Herman Hansen, Service Department, answered a frantic call for assistance

from the owner of the Green Frog Coffee Shop. It seemed that this customer's electric range was out of order. Upon arriving at the scene of trouble, Frances and Herman learned that, in the meantime, the customer had been injured in an automobile accident.

They went to work calmly preparing coffee and pies on the electric range and did a land-office business selling electrically prepared coffee and pie to the many people who were in town that day to vote.

We of the Louisiana Division believe that our company has established a record of note; however, we are unable to classify same and are open to suggestions, particularly from the Texas Division, as to just what record setting prize we might claim.



Women Stage Skit

The Women's Committee of the Louisiana Division accepted an invitation from O. B. Crozier, President of the Business Men's Club of Sulphur, to present a program at their regular meeting on February 1st.

Lillian Ferguson thanked the Club on behalf of the women for the invitation and introduced Sue Squires and Mrs. Frank Gayle who presented the skit, "Satisfying the Customer," which was very well received. The Club gave a standing vote of thanks to the women for the splendid entertainment, and invited them to make a return visit whenever possible.

Lillian Ferguson and Ruth Landry honored Mrs. R. T. Wright with a Valentine Bridge Party at the Open Gate Tea Room, January 28th. Mrs. T. M. Keiller was awarded high score which was a lovely box of stationery and Miss Sue Squires received consolation. Mrs. Wright was remembered with a set of silhouettes.

A tempting supper was served which consisted of scalloped oysters, tomato aspic salad, baked apple, hot rolls and coffee.



New Oil Field

The Shell Petroleum Corporation has recently completed two derricks and installed boilers preparatory to drilling two deep tests as offsets to the Vacuum

Oil Company's producer in the new Iowa Oil Field. One rig is located on the land of Mr. Hyde and the other on the land of Mr. Fontenot. Having a substation within 225 feet of both wells, it was a simple matter for us to give them service in the nature of power for their water well pumping and derrick lighting. The action of the Shell Petroleum Corporation has caused considerable activity and excitement in the little town of Iowa which is situated approximately one mile south of the field, and all available rooms and houses have been rented in addition to several tents which have made their appearance in back yards and on vacant lots. Iowa has taken on the appearance of a small boom oil town.



New Distribution System for St. Martinville

Work on the new distribution system for the town of St. Martinville, La., which was started the latter part of December, will be completed sometime this month. This work is being done by the Lafayette Division line crew under the supervision of G. A. Jernigan, General Superintendent and N. J. Carpenter, Supervisor of Lafayette Division.

Approximately one hundred new creosoted poles will be set, including two new seventy foot poles for the Bayou crossing. This crossing will be installed in accordance with the War Department specifications, and will replace the present lower crossing which was dangerous.

Over fourteen miles of new wire will replace the small and inefficient wire now in use. Thirty new type series street lights will be installed and a new street lighting circuit installed.

The system will be changed from two phase, 1150 volts, to the standard three phase, 2300 volts, using Scott connected transformers on the



two phase power loads. Transformers will be re-spaced, and the capacities of each will be more efficiently determined in order to reduce the number of transformers and transformer losses.

After this work is completed, St. Martinville will take its place with the other towns on the historic Teche Bayou with a modern electric system that will no doubt invite more residents and industry.



Jennings

C. H. Meeks and Miss Lucille Burgess of the Lake Charles office were Jennings business visitors during the last week of January. T. P. Comerford also visited the Jennings office recently.

Lou Mouton attended the N. E. L. A. meeting in Lake Charles during the week of January 25th.

Tony Fontana is again making the usual rounds in the Jennings Division. We are always glad to see Tony . . . too bad he doesn't come over more often.

Mr. and Mrs. Henry LeVois were Jennings visitors recently.

The Jennings bunch surely will be glad when "Dot" and "Mac" McGowen really get started building their new home. Don't forget to invite us to the house warming.

Mr. Beattie of Beaumont paid a visit to the Jennings Substation recently.

Mr. Koek of Stone & Webster visited the Jennings Substation January 27th.

The Jennings line crew is still busy moving the main line near Crowley, La. on account of widening the right-of-way for paved highway.

Starting the first day of February 1932, the Jennings Plant crew went into action 100% to repair, make changes and improve the Ice Plant.

W. M. Kurtz, after completing repairs to the Lake Arthur Ice Plant, has moved to Jennings for a while to take up repair work in the Jennings Ice Plant. He will repair and make a few changes in the ice vault, enabling the plant crew to give quicker and better service to the customers, and with less danger than heretofore.

The plant crew is also busy repairing the plant water supply pump. There will be additional water purifying and filtering changes made, which will give a better quality of ice.



Top—car shed, bath house, and storeroom of Jennings line department. A 100% Red Cross line truck at Jennings (where is the crew?). Inset is the Jennings substation.



Lafayette

The Lafayette Division has had two marriages in its territory recently. Wiley McClary finally decided that he couldn't put it off any longer, and "Pooch" Marie surprised us in more ways than one. We all hope they will be very happy and so forth.

The gang has been wondering what Emmet LeBlanc means when he goes around muttering that someone stole his woman.

Adam LeDoux, our substation expert, recently wrote a personal check for a meter deposit for a certain customer. Ask Adam for further information.



Lake Arthur

The Lake Arthur ice vault, which recently underwent various repairs, is now being stocked up with ice preparatory to closing down our ice plant. In the future, ice will be shipped in from Lake Charles and Jennings.

Our electrical revenue, (figures not available), has not fallen off. We have cut out twenty nine meters in the past six months and have cut in twenty seven, giving us a two meter loss, but have cut in one commercial job which has given us more revenue than ten ordinary residential customers.

Navasota Division

Navasota

Friends of J. E. Birmingham extend their sympathies to him on the death of his father on December 10th.

M. W. Taylor, Repairman at Navasota, was called to Columbus, Georgia, on December 18th due to the illness of his father. Mr. Taylor is now back in Navasota and we are glad to know that his father is recovering.

H. J. Ripple, Production Department Electrician at Navasota, was transferred to Beaumont effective December 15th. "Rip," your friends in Navasota certainly miss you.

Johnny Keelan of the Beaumont Production Department was in Navasota during the Christmas holidays. We saw him at the "hop" Christmas night.

F. W. Merrill simply could not be located one day during the Christmas holidays. However, someone had a distinct remembrance of a local call about 8:00 that particular morning. Mysterious wasn't it? But not so mysterious when we discovered that he and Miss Lillian Spann of Navasota were quietly married at the home of Bishop Quinn in Houston on January 2nd. Forrest, we congratulate you—Lillian, we sympathize with you! By the way, Lillian is a sister to Annie Frances Spann who works in the Navasota local office.

J. P. Knapp was transferred to Lake Charles as Asst. Supt. in charge of merchandise sales, effective February 1st. Employees in the Navasota Division presented Mr. and Mrs. Knapp with a beautiful silver water service to show them just how much they have enjoyed working and playing with them during the four years they were in Navasota.

R. I. Morrison of the Beaumont Merchandise Department has taken over J. P. Knapp's duties. We are very glad to have Mr. and Mrs. Morrison with us.

L. R. Eddins, Chief Engineer at Navasota, took his vacation during the holidays. He and Mrs. Eddins and the children visited in Fort Worth a few days, then went to Carlsbad Cavern. Mr. Eddins and Mr. Simon, who visited the cavern last summer, heartily recommend it to future vacationists. In fact, Mr.

Eddins says he had the nicest vacation he has had in a long time!

Hallie Earthman, Superintendent at Bryan, has been transferred to Port Arthur. Hallie sang his Swan Song at a recent employee's meeting held in Navasota. Good luck to you, Hallie!

J. H. Watkins, formerly Cashier at Bryan, has taken over the duties of Superintendent there since Mr. Earthman's transfer.

E. H. Pintsch, Cashier at Navasota, is sporting a new model Chevrolet coach. Happy Days Are Here Again!

Here are two interesting items about our town: During 1931, almost \$60,000 was spent on the erection of residence and business houses in Navasota. Our up-town office was remodeled and improved to such an extent that it is quite "ritzy." We are mighty proud of it.

The commercial lighting rate of the City of Navasota was reduced on January 1, 1932.

We are claiming credit for the latest Scotch joke; namely—the local office at Navasota held open house during the Christmas holidays and a Christmas lighting set was given away as a prize. It developed later that the couple who won the set have an attractive brunette daughter whom "Diddy" is interested in. When asked to explain the seeming coincidence, "Diddy" replied, "Oh I fixed that. You see, all I had to do was get the set the next night and put it back in stock. Now we can sell it."



Top—A front end delivery ice truck designed and built by Oscar Wyatt, Navasota. Lower—Tire covers used by Port Arthur ice department.

Joe Baird was temporarily transferred from the Navasota Plant to Bryan, where he will do some work on the Bryan Ice Plant.

The new airport at Navasota is well lighted and the 1000 watt lamp in the large revolving beacon lets people know for miles around that Navasota is on the map. This airport covers a 54 acre tract of land and has boundary lights every 300 feet, with two green lights at the end of the runway. Two other large lights have been installed on the field to serve as ceiling lights, their beams crossing at a height of 500 feet and making a guide to pilots as to weather conditions.

Navasota sales for the month of January were very good, amounting to \$648.00 over our bogey.

Mr. and Mrs. H. A. Vaughn have a baby girl, born February 4th. Mr. Vaughn is with the Navasota line crew.



Caldwell

On Thursday, January 7th, fire destroyed the building occupied by the Piggly-Wiggly Grocery store and the Knights of Pythias Lodge Hall. The fire originated about 3 AM and for a while threatened an entire block. Our office was only two doors away and the fire was so menacing that we gathered together all our valuable office records and had them near the front door ready to remove in event the fire did reach our building. Jack Allen, our electrician, and his assistant, Ben Sullivan, were on hand immediately following the alarm and did some prompt and excellent work in restoring service to those business firms affected through damage to our lines. Our lines near the burned building were destroyed, which damage included the loss of one pole, two transformers, and two spans of both primary and secondary wire. Mr. Cargill's crew was notified at the outset of the fire and was on hand by daylight ready to repair the damage. This prompt work of both the local men and that of Mr. Cargill's caused not one of our customers to be without service and created much favorable comment among the citizenship. Even the mayor saw fit to give us a favorable article in his local paper.

We have had almost continuous rain in this section for the past six weeks,



This is how
Marcus An-
drews and
Selma Schow
service ranges
up in the Nav-
asota Division.

and our "good roads" are in pretty bad shape. In fact such weather as we have had practically isolates us from the rest of the country so far as automobile transportation is concerned. There is much talk at this time, however, of the paving of highways 21 and 36, which, of course, will give us a good road in each direction. The Burleson County Chamber of Commerce is to take up this matter of good roads in real earnestness this year.

The turkey season this year was fairly good, approximately 10,000 dressed and 1500 live turkeys having been shipped out of Caldwell. We iced six refrigerator cars to take care of this business.

I. C. Moore, our cashier, and his wife are soon to move into their new home and are considerably elated over the fact. Yes, it is completely electrified. More "power" to you, I. C.

T. A. Sandidge, chief engineer, will leave the 20th of this month for a two weeks vacation.

W. G. Clarke, V. P. Gayle, I. C. Moore and T. A. Sandidge have entered the Employees' Speaking Contest this year, and are out to give somebody some keen competition.

Cleveland

Three out of four of Cleveland Employees have entered the National Public Speaking Contest for 1932.

I. F. Daniel was again elected Secretary and a Director of the Cleveland Chamber of Commerce at a meeting held January 11, 1932.

During the month of January we chalked up four Electric Range sales, and one so far for the month of February.

The Cleveland gang is busy at this time improving the water mains, and are progressing very nicely, considering weather conditions.



Calvert

The Calvert office has been greatly improved since the last issue of Plain Talks. Mr. Ryman, jeweler, who formerly occupied the major part of our space, recently moved to a new location. Mr. Crouch, with the able assistance of Emory Barrett, cashier and "handyman", constructed new shelves to display small appliances. Together with the new arrangement of major appliances, we now have a more attractive display than previously.

Our distribution system to the high school at Bremond is now being rebuilt by Mr. Ward and his line crew from Navasota, and will give the best of service when completed.

Calvert recently played host to Miss Schow, home service representative. While here, she called on a number of range users throughout the territory.

Among others to visit our office recently were Mr. Fulton, and Mr. and Mrs. Braunig. They were accompanied by Messrs. Merrill, Bridler and Cargill, from the Navasota office. Mr. Murphey and his crew are always glad to have visitors inspect their well kept plant. We also had another visitor during the month—K. E. Sutton of the Advertising Department paid us a long promised visit. He was accompanied by Mr. Knapp.

Mrs. Caraway, wife of Operator William Caraway, recently underwent an emergency operation for appendicitis at the Marlin hospital. We are glad to report that she is recovering nicely.

Emory Barrett, Andy Andrews and George Taylor have entered the company's annual public speaking contest.

February Plain Talks

Big things are expected of at least one of them as we understand one husband has already been thrown out for practicing in front of the mirror.

The Calvert group joins others in expressing regrets in losing the Knapps and Earthmans from our division. We wish them every success in their new work. We also welcome the Morrisons and pledge our support and co-operation to "Morry" as assistant to the merchandise superintendent.



Madisonville

C. V. Merriam, F. W. Merrill and Diddy Welch were visitors here during the week of February 1st.

H. E. Braunig of Beaumont visited Madisonville the last week of January.

V. B. Hereford and C. O. Drennan attended the Beaumont meeting the first part of January, and reported a great time.

R. I. Morrison and J. P. Knapp were visitors here the first of the month.

V. B. Hereford attended the State Fair Association meeting at Dallas last week.

The Madisonville building program took on new activity recently. Four beautiful residences are under construction, and some have been completed already.

The Madisonville Municipal Band broadcast a program over KTRH, Houston, Saturday night, February 6th. E. A. Bode is trombonist in the band.



Conroe

S. R. Hereford has been appointed Montgomery County Councilor of the East Texas Chamber of Commerce.

Ruth Hailey, Assistant Cashier, spent ten days in Huntsville relieving Mrs. Linnie Mav Dinkins while she was ill.

G. J. Gilmore and G. B. Boswell belong to the volunteer fire department.

W. C. Sadler is an active player on the Conroe basket ball team. He plays guard for the Conroe Bears.

W. L. Gilmore spent his vacation from January 1st to 15th in San Antonio and Austin, Texas.

Richard Wright is expected, almost any day, to plunge into the sea of matrimony.

Clint Wakefield attended the big wrestling match between Harper and Katan. We think Clint enjoyed the match very much.

Port Arthur Division



Left—Resetting poles that blew down recently. Right—Home sweet home for the Port Arthur line crew while constructing line through marsh. Lower—Part of the crew taking time out. Left to right they are: C. H. Drake, D. Sartin, Leroy Homuth, E. L. Hegwood, Schley Wilkes, and H. Hays.

High Water Delays Marsh Construction

Due to recent heavy rainfalls in the Sabine District, our Line crew has been forced to withdraw from the marsh where they have been building a 33 K. V. transmission line to serve the Standard Dredging Company's electric dredge with power.

This crew consists of twelve men, who have been staying in the marsh through each week, returning home to Port Arthur each Friday for the week-end. They are transported to and from the marsh in motor boats and live in a large house boat which they keep anchored in the rear of the electric dredge. Each morning they are hauled to the construction work, which is a mile or so ahead of the dredge, in a motor boat. All construction materials are hauled to the points where they are to be used by boat. In general, it might be said that the motor boats are of first importance in the construction of this line.

At the time of the crew's withdrawal from the marsh, the 33 K. V. line had been constructed to a point about 3 miles

ahead of the dredge, which, at that time, was at work approximately 15 miles from Port Arthur.

Work will be resumed on this line as soon as the water has gone down sufficiently.



Distribution Department

Last reports from M. G. (Buck) Thompson, who recently underwent an operation, were to the effect that he was getting along all right and was anxious to return to his job again.

Fillingame had to call out his reserves in order to preserve peace in the marsh. C. H. Drake caught a big fat coon which the cook cleaned and cooked with potatoes. When the meal was served the trouble began. Joe Prejean tried to consume more than his portion of the coon and the other boys objected to this to the extent that they caused the peace of the camp to be threatened. Joe said, "I didn't mean to be selfish. I just like coons and can't help it."

The boys who have been working in the marsh report that Matulik must be "drinking again." He has made two at-

tempts recently, in his fits of despondency, to end it all by jumping overboard into deep water. Brace up Matulik, it could be worse and more of it.

Although Fitzgerald does not spend much of his time in the marsh with the line crew, on a recent trip to take supplies down to the men, he was persuaded by his companion, Jake Hagler, to "park" along the bank of the canal and spend the night there. We wonder what Hagler had on his mind.

Roy Robinson requests that his fellow employees invite him out to a few "free meals" at any time within the next two weeks. Roy is on his "Hoover Vacation" at this time and he has informed the writer that he is very fond of fried chicken and Angel Food cake. Robinson doesn't want to make any of his friends mad but at the same time he has made the remark that he will not accept an invitation from Prejean because he can't eat coon with him.

Recent temporary changes in the personnel of the Distribution Department have placed A. J. Cooper in the Meter Department and Stanley (Prince) Holik in the Distribution Planning Department again.

Stanley has made a very brave effort to raise Hughes' batting average in "The Great Domino Tournament" but to date he has met with "two big handicaps", namely, Brock and Kunitz.



Commercial Department

Mrs. Jack Voyles has been very busy going back and forth from Port Arthur to Nederland, as Geo. H. Johnson is trying to out sell Port Arthur. "Keep it up, George H. Good work!"

Mildred Lee Smith wore a complete new outfit to work Monday morning, February 1. We think she is trying to vamp the new boss. "Look out, Hallie!"



Accounting Department

Arcey Borne, our famed collector and "Human city directory" had an attack of the "flu" and was confined to bed for approximately ten days. We hardly recognized him when he returned for duty as he had grown an almost abnormal long black beard. We are glad to have him back with us.

We, the Accounting Department, are glad to see the smiling countenance of

Charles Shrigley in our midst. We are sorry that Charley isn't able to be with us but about one month out of each year, as it is reported that he supplies the accounting department girls with fresh Beech Nut chewing gum daily. He claims Will Rogers chews the same brand of gum that he does.

During the month of January there was a change in the personnel of the Accounting Department. L. E. Stafford, Jr., resigned from his duties as night cashier and has been replaced by Henry T. Smith, formerly of the Ice Department in Port Arthur. We regret having to lose one of our fellow workers; however, we welcome Mr. Smith to our Department.

The Port Arthur Accounting Department was represented 100% at the monthly Women's committee meeting in Beaumont on Wednesday, January 27, 1932.

Since the girls of the accounting department have been represented 100% at the Women's First Aid Meetings, now being held on Monday of each week, we wouldn't be surprised if the boys begin to have more injuries than usual.

It has been said that most people don't believe in signs, but we were convinced during January that some signs are right. The accounting department ordered a cut out on one of our delinquent customers. When the service man located the meter it was decorated with a sign that read as follows, "Please don't cut off my lights. I am on my way to pay my bill." The sign was right. Within two hours the bill was paid.



Ice Department

Joe H. Watkins, former Assistant Superintendent of Ice Sales in the Port Arthur Division, visited in Port Arthur during January. Mr. Watkins is now in the Ice Department at Bryan, Texas.

Jules Naquin and W. M. Ingwersen attended the Southwestern Ice Manufacturers' Association Conference in Beaumont January 25th and 26th.

We were all grieved to learn of the death of Dudley P. Champagne's wife. We all wish to extend our sympathy to Mr. Champagne.

Wednesday, February 3, at 7:30 P. M., the Ice Department held a meeting in the Distribution Building for the purpose of organizing a salesmanship class. P. E. McChesney, L. E. Thorne and

Fred Johnson attended the meeting together with thirty-four members of the Ice Department. Mr. Johnson, who will assist Jules Naquin, explained to the employees the importance of this course to the Company and to them. This course is called the Marketing Plan and was created to train ice deliverymen to become ICE SERVICE MEN; that is, to give better service and to increase ice tonnage. This course is based on facts, as it was planned and written by men who have had years of practical experience in the ice industry.

Mr. Bridler from the Navasota Division visited the Ice Department during January.



Lakeside Station

C. M. Russell, Supt. of Lakeside Station, has been sick for the past two weeks with an attack of influenza. He is now on the road to recovery and will be back with us very shortly.

W. R. Walker, switchboard operator at Lakeside Station, has been transferred to the Louisiana Steam Products Power Station at Baton Rouge.

S. R. Boleman, station clerk of the Orange Power Station, has been transferred to Lakeside Station.



Just News

Frances Trotti, Secretary to Mr. Thorne, announced the other day in a very excited tone of voice, that there surely was a Santa Claus. This is how she found out. She wrote a paper on "Your Electrical Household Equipment," a contest sponsored by Household Magazine, and not long ago received a check for \$25. for her trouble. Her paper was awarded first prize.

W. W. Phillips attended a district meeting of the Kiwanis in Huntsville on Saturday January 16, 1932. Due to crowded conditions at the State Institution there, he was allowed to return home without serving any time.

F. F. Johnson and J. T. Reidy of Beaumont were our guests during the month, at our Friday night educational class. Both made very interesting talks and we appreciate their coming down. Right here, let us extend to our Beaumont relatives a hearty invitation to visit our educational class which is held

in the Distribution building every Friday night.

It's really true in every instance that people who go around talking to themselves are "crazy"—Right now that is going on in several instances in Port Arthur, but these fellow "sufferers" are only trying to say their public speaking speeches. I'm warning you, Beaumont, we are on the job down here and are getting ready for the combat!



Bishop Transferred

Effective February 1st, Pat Bishop, former Superintendent of Merchandise in the Port Arthur Division, was transferred to the Beaumont office where he took over the duties of Supervisor of District Representatives.



Earthman to Pt. Arthur

Hally Earthman, once upon a time Superintendent of Ice Distribution in Port Arthur and lately Superintendent of Bryan, has been transferred back to Port Arthur as Superintendent of Merchandise.



McCann has New Job

J. R. McCann, former Supervisor of District Representatives in the Beaumont Division, has taken over the duties of Assistant to the Superintendent of Merchandise Sales in the same division.



Transportation

Five Star Fellows

On January 1, five new men were added to our Honor Roll picture, which is composed of those who have won five or more gold stars in the service of Eastern Texas Electric Company.

There are now twenty-three men in this frame, representing a total of 148 gold stars, which means an aggregate of 148 years of safe operation, for a man can only win a gold star when he has operated his street car or bus twelve consecutive months without a chargeable accident.

Beaumont Division now boasts of 59 men who have earned one or more gold stars. The 36 men, in addition to the 23 above mentioned, have an aggregate of 91 gold stars.

It should be remembered that Port Arthur Division has been operated by Eastern Texas Electric Company only since 1928 and, therefore, these men have not yet had an opportunity to earn five stars. However, there are two men who have taken advantage of every opportunity for safety in operation and now wear four gold stars. These men are: H. E. Merritt and M. T. Knight.

(Continued on page 19)

HONOR ROLL Trainmen Who Have Not Had A Chargeable Accident For A Period Of Twelve Months or Longer BEAUMONT DIVISION

T. A. Cospers	115 Months
O. E. Eggleston	76 Months
C. A. Smith	65 Months
W. H. Ahrendt	62 Months
L. Lacouture	62 Months
C. A. McMillan	48 Months
R. C. Rogers	45 Months
R. Stout	44 Months
F. B. Gaskin	33 Months
E. R. Frost	29 Months
T. Gibson	28 Months
R. M. Beasley	26 Months
J. H. Deaton	26 Months
I. H. Ferguson	22 Months
A. N. Rickerson	22 Months
A. Christopher	20 Months

C. N. Lazenby	19 Months
R. L. Claiborne	19 Months
W. L. Coggins	18 Months
J. Bagley	17 Months
C. R. Crain	15 Months
G. N. Davis	15 Months
L. Hudler	15 Months
P. E. Kenedy	14 Months
W. E. Adams	13 Months
R. L. Kendrick	12 Months

PORT ARTHUR DIVISION

M. Knight	48 Months
Geo. Huff	47 Months
W. A. Drews	37 Months
T. Davis	30 Months
A. Johnson	25 Months
M. P. Jay	24 Months
L. Steed	20 Months
L. L. Davis	17 Months
A. Fuller	14 Months
H. E. Merritt	13 Months



W. H. Ahrendt L. Lacouture R. M. Beasley L. Hudler W. L. Coggins

Women's Committee Plans for 1932

Educational and First Aid Work are Objectives

During the month of December, 1931, two Employee Information classes were organized with Emmie Cockrill chairman of Group No. 1 and Imogene Davis chairman of Group No. 2.

The purpose of these classes is to give the women employes of the company a better understanding of the facts on matters affecting the progress and prosperity of the industry as a whole. Such matters as government ownership, regulation, rates and valuation, and other general subjects which have attracted public discussion are being studied in order that each employe will be able to explain the facts to their friends when asked for definite information pertaining to these subjects.

Recently a large number of our most progressive companies have made the teaching of first aid an established policy, and last fall our Women's Organization took this work as an objective for the year 1932. Our Beaumont and Port Arthur teams, through the kindness of Mr. Braunig, have been organized and are working under the direction of Mr. Holik and Mr. Granau, and co-workers, namely, W. E. Herrin, Cecil Nantz, Lewis Roberts, and Herbert Mann.

Four teams have been organized in Beaumont and two in Port Arthur with Ray Ridley, Dorothy Stahl, Ruth Morgan, Pearl Krauel, Thelma Caughlin, and Theresa Kaper as group captains.

The first object of first aid instruction is to prevent accidents by educating the individual to use what care may be necessary in the special circumstance; then to attempt prompt treatment in order to put the injured person in condition so the services of the doctor can be made of the most value. Study of first aid is of great practical value not only to the individual but to the public at large, and the experience of the Red Cross has demonstrated that the accident rate and accident prevention is 75% less among the instructed than the uninstructed.



R. I. Morrison says good-bye to John Knapp who was recently transferred to Lake Charles as Asst. Supt. in charge of Merchandise sales. Mr. Morrison takes over the reins of Asst. Supt. of Merchandise Sales in the Navasota Division.

(Continued from page 18)

There are also 7 men who now possess 3 gold stars and the majority of them will very likely earn their fourth sometime during 1932. Altogether there are 17 men in the Port Arthur Division wearing one or more gold stars, representing an aggregate of 43 gold stars.

In addition to having recently won his fifth gold star, Leonce Lacouture, one of the most popular operators on the Laurel-Avenue A Bus Line, has recently turned in a very credible performance record for, with the passing of January, he has operated his bus twelve consecutive months without signing a single accident report of any kind whatsoever.

In city operation, this occurrence is most rare and its accomplishment places Mr. Lacouture in line for a special medal awarded by the National Safety Council of Chicago. The Company is extremely proud of this record and feels certain that it will prove an incentive to other operators to establish a similar record and receive this award, which is a recognition of extraordinary skill and operating efficiency.

The Young 'Uns



E. S. Fitz Promoted

Word comes to us by way of the Vep-covian, monthly publication of Virginia Electric and Power Company, to the effect that our old friend E. S. Fitz recently was promoted to the position of general manager of the electric department of the entire system serving Tidewater, Virginia and Northeastern North Carolina.

Mr. Fitz was formerly operating manager of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public

Service Co., until being transferred to Virginia in 1928.

NOTICE!

After 6 P. M. on week days and after 3 P. M. on Sundays, the Beaumont switchboard will be closed, but the following connected stations will remain on the board after closing hours: Power Plant 6600X, Train Dispatcher 6601X, Open line 6602X, Load Dispatcher 6603X, Cashier 6604X, Garage 6605X, F. S. Sheffield 6606X, T. P. Walker's office 6607X, and J. Linnehan's Desk 6608X.

Well, Well, Well! - - - by Jack



L. LACOUTURE, EASTERN TEXAS ELECTRIC COMPANY OPERATOR, OPERATED HIS BUS IN THE STREETS OF BEAUMONT TWELVE CONSECUTIVE MONTHS WITHOUT SIGNING A SINGLE ACCIDENT REPORT.



GULF STATES EMPLOYEES SPEND TIME EQUAL TO ABOUT 19 YEARS VACATIONING ANNUALLY...

THERE ARE 106 MAJOR APPLIANCES INSTALLED IN THE TOWN OF FRANKLIN, TEXAS, WHICH HAS ONLY 140 RESIDENTIAL CUSTOMERS..

53 RANGES.....
43 REFRIGERATORS
10 WATER HEATERS

106
CAN YOU BEAT IT?

JACK.

Mail your interesting facts pertaining to G. S. U. Co. and E. T. E. Co. to editor of Plain Talks, Beaumont office.

- - - Applesauce - - -

Doris: "Oh, Tom, it's just about a year since our honeymoon, when we spent that glorious day on the sands. I wonder how we'll spend the first anniversary?"

Tom, (gloomily): "On the rocks."

A student failed in all the five subjects he took. He telegraphed to a brother: "Failed in five. Prepare papa."

The brother telegraphed back: "Papa prepared; prepare yourself."

The squad of recruits had been taken out to the rifle range for their first try at marksmanship. They knelt at 250 yards and fired. Not a hit. They were moved up to 200 yards. Not a hit. They tried at 100. Not a hit.

"Tension!" bawled the sergeant. "Fix bayonets!—Charge! It's your only chance."

"Dad, what is a boss?"

"A boss, my son, is a man who comes to the office too late when I am early and too early when I am late."

Old Ironsides to Pay Visit to Gulf Coast

By H. E. Mortimer

The U. S. frigate "Constitution" (Old Ironsides) one of the first fighting vessels to be built by the United States, and which was recently rebuilt and restored at the Boston Navy Yard, will visit Beaumont, Port Arthur, Orange, and Lake Charles early in March.

Since "Old Ironsides" has very high masts, the Gulf States Utilities Company's 66 KV transmission line that crosses over the Neches River will be raised a few feet to give the necessary clearance to allow "Old Ironsides" to pass under it. An interesting fact is that, for a long span of wire like this one, only a few inches of slack pulled out of the line will raise it several feet in the center of the span. Of course this is not as small a job as it may seem, because the wires are already at high tension; they are fastened to the steel towers, at a great height above the ground, by means of long strings of insulators. The line will be worked

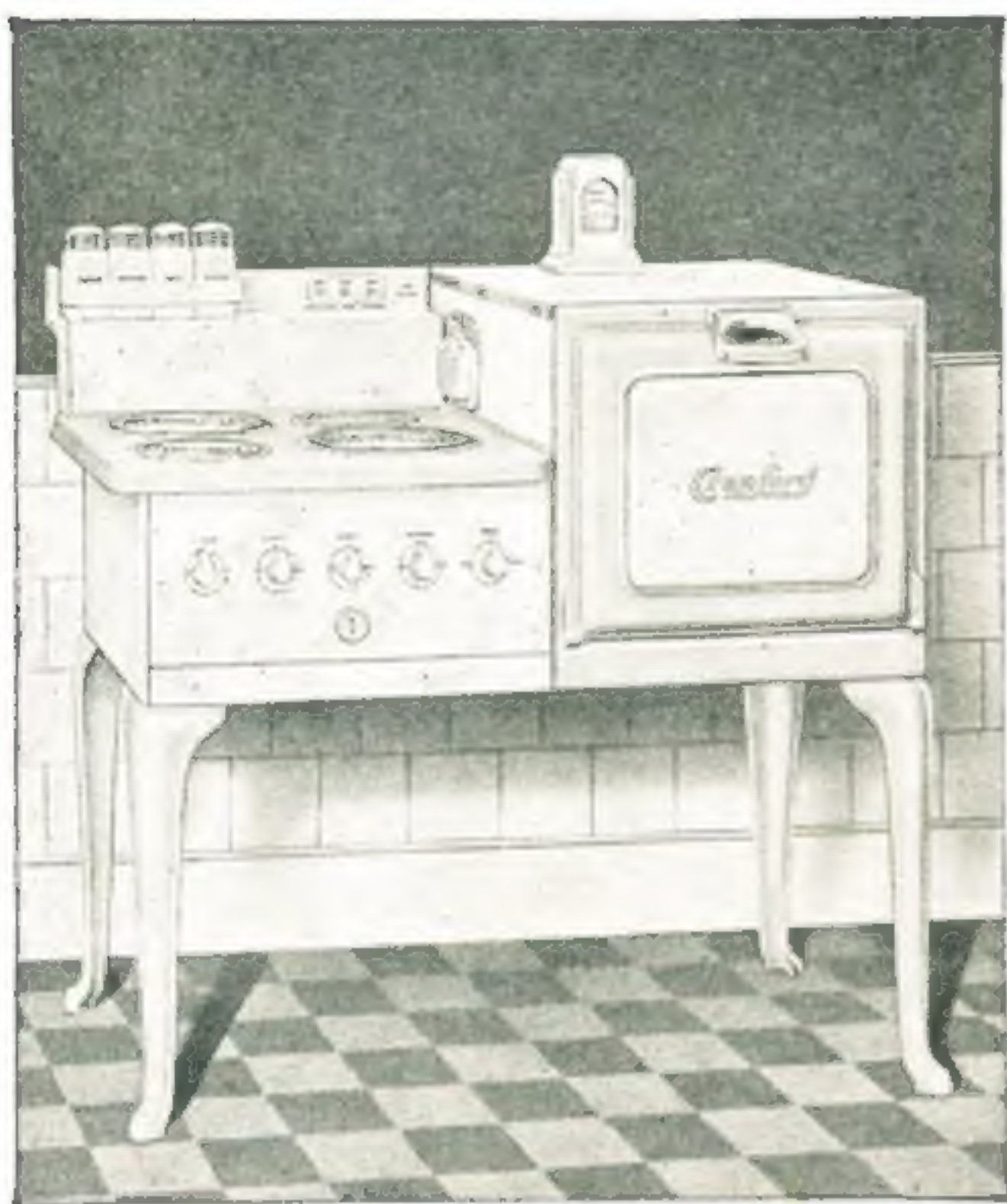
"dead"; that is, it will not be in service when this work is done.

The "Constitution" was launched in 1797. She was in active service for eighty-four years, during which time she never lost a single one of her many battles. Her first duty was the clearing of French privateers from the West Indies and our coast line in 1798. In 1803-1805 she bombarded the forts at Tripoli in our almost forgotten victorious war fought in the Mediterranean against the Barbary pirates, who, unless they were paid tribute, captured ships and dragged crews off to slavery. In the war of 1812, a series of victories over the British fleet increased our prestige abroad and inspired great faith at home in the New Republic.

In 1844-1845 "Old Ironsides" sailed around the world; in 1878 she went on her last trip abroad—to Paris carrying goods for the Universal Exposition.

In 1925 plans were made for the complete renovation of the proud old warrior; a large amount of the funds for her restoration came from school children. We shall soon see "Old Ironsides" in all her splendor of masts and spars.





An Invest- ment

you'll never regret

Now is a good time for employees and their wives to consider the many advantages of electric cookery. Many Gulf States families already are enjoying this superior cooking method. Almost 2,000 of our customers cook electrically. In March a special effort to increase the number of users is being made. You owe it to yourself to help spread the wonderful story of electric cookery convenience and economy and to make every effort to secure an electric range for your home if you do not already have one.

INVESTigate TODAY



plain talks

Depression Story

Our favorite "depression story" is the one about the office boy and the boss.

The office boy, so the story goes, took a firm hold on his courage one morning.

"I think," he told the boss, "that I am entitled to a raise. I'm not getting what I'm worth."

"Oh, you're not!" exploded the boss. "Well, you had better get the heck out of here quick or I'll promote you to a partnership in this business and you won't get paid anything!"

If more of us would remember that story when we are tempted to shed crocodile tears over our own individual little troubles, things, to say the least, certainly would be more pleasant. Conditions might even improve if we all did our very level best to help our "bosses" so that they in turn, could help us.



Plain Talks Cover

On the cover of this issue of Plain Talks we do homage to three of the greatest known and most beloved men who have lived and died under the stars and stripes of this great nation.

We still adhere to and honor the fine democratic principles instilled in our government by George Washington. Government of, by, and for the people as propounded by Abraham Lincoln still serves as a reminder to those who would ignore the fundamentals upon which our government was founded, and we may pride ourselves upon having lived in the same age with so great a man as Thomas Alva Edison, father of our industry.

February Plain Talks

Expect It--Read It!

Each employee will receive with his or her, pay on March 1, a personal message from Mr. Walker. It was our privilege to read it in proof. We hope (and President Walker does, of course) that every employee will read over and think over "Don't Bite the Hand That's Feedin' You." Accept it in the spirit in which it is offered—then take it home for the wife to read. Do the same with future messages. She should be as interested in your job as you are.



A Friend Passes On

Dr. W. F. Thomson, who, until regular monthly publication of Plain Talks was discontinued, contributed the health page feature, "How's Your Health?", died at Hotel Dieu, Beaumont, February 22. Many readers of Plain Talks were his personal friends. Because of the friendly quality his writings possessed, many others felt they knew him. That part of the world which knew him either personally, or through his writings, is, we believe, healthier and happier because he lived. Certainly this issue of Plain Talks would be incomplete should we fail to pause a moment in respect.

PLAIN TALKS

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Communities Served by Gulf States Utilities Company

TEXAS:

Alvin
Amelia
Anahuac
Anderson
Batson
Bryan
Beaumont
Bedias
Bremond
Caldwell
Calvert
Chester
Cleveland
Colmesneil
Conroe
Corrigan
Dayton
Devers
Dobbin
Franklin
Gause
George
Goodrich
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Groveton
Hearne
Hempstead
High Island
Hillister
Hull-Daisetta
Huntsville
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Iola
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Leggett
Liberty
Lyons
Madisonville
Midway

Montgomery
Moscow
Navasota
Nederland
New Waverly
Nome
Normangee
North Zulch
Orange
Orangefield
Plantersville
Port Acres
Port Arthur
Port Neches
Raywood
Richards
Riverside
Roans Prairie
Rosedale
Saratoga
Shepherd
Shiro
Silsbee
Somerville
Sour Lake
Stoneham
Stowell
Trinity
Urbana
Valley Junction
Vidor
Voth
Warren
Willis
Winnie
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Arnaudville
Atchafalaya
Branch
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Brownsville
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Cankton
Carencro
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Edgerly
Egan
Elton
Estherwood
Fenton
Ged
Grand Coteau
Hackberry
Iota
Iowa
Jennings
Lacassine
Lake Arthur
Lake Charles
Leonville
Lockport
Maurice
Mermentau
Midland
Milton
Morse
Parks
Port Barre
Roanoke
Scott
Sulphur
Sunset
Thornwell
Westlake



GEORGE WASHINGTON
frequently warned the new
nation that the *only* proper func-
tion of government is to protect
the rights, the safety, and the
health of its citizens.

